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selected from the group consisting of: belps clothes look healthier, helps stop wear before it starts, maintains the appearance of clothes, helps prevent clothes from looking worn out, strengthens while it cleans for better looking clothes, strengthens threads so clothes look better, helps prevent clothes from looking worn, helps prevent wear and tear in the washer that can make clothes look old, helps keep clothes from aging, helps clothes come out of the washer looking as good as when they went in, helps preserve the fabric integrity of clothes, strengthens threads from the inside out for better looking clothes, extends the life of clothes, is like a vitamin for clothes, works like an anti-aging product on clothes, is like calcium for clothes, is like a supplement for clothes, after just 10 washes clothes look better than they would if you washed them with other detergents, fortifies threads for healthier looking clothes, helps prevent clothes from looking old before their time, is like stopping time for your clothes so they stay looking good.

13. The detergent composition of claim 12, wherein the hydrophobically modified cellulosic based polymers or oligomers are of the general formula:

$$\begin{bmatrix}
R & & & & \\
O & & & & \\
R & & & \\
R & & & & \\
R & & \\
R$$

wherein each R is selected from the group consisting of R2, Rc, and

$$\begin{array}{c|c}
\hline
 CH_2 & CH & O \\
 & R_2
\end{array}$$

wherein:

each  $R_2$  is independently selected from the group consisting of H and  $C_1$ - $C_4$  alkyl;

$$\begin{array}{c} O \\ II \\ each R_C is \end{array} - (CH_2)y - COZ,$$

wherein each Z is independently selected from the group consisting of M,  $R_2$ ,  $R_C$ , and  $R_H$ ;

each  $R_H$  is independently selected from the group consisting of  $C_5$ - $C_{20}$  alkyl,  $C_5$ - $C_7$  cycloalkyl,  $C_7$ - $C_{20}$  alkylaryl,  $C_7$ - $C_{20}$  arylalkyl, substituted alkyl, hydroxyalkyl,  $C_1$ - $C_{20}$  alkoxy-2-hydroxyalkyl,  $C_7$ - $C_{20}$  alkylaryloxy-2-hydroxyalkyl,  $(R_4)_2N$ -alkyl,  $(R_4)_2N$ -2-hydroxyalkyl,  $(R_4)_3N$ -2-hydroxyalkyl,  $(R_4)_3N$ -2-hydroxyalkyl,  $(R_6)_2N$ -2-hydroxyalkyl,

each  $R_4$  is independently selected from the group consisting of H,  $C_1$ - $C_{20}$  alkyl,  $C_5$ - $C_7$  cycloalkyl,  $C_7$ - $C_{20}$  alkylaryl,  $C_7$ - $C_{20}$  arylalkyl, aminoalkyl, alkylaminoalkyl, dialkylaminoalkyl, piperidinoalkyl, morpholinoalkyl, cycloalkylaminoalkyl and hydroxyalkyl; each  $R_5$  is independently selected from the group consisting of H,  $C_1$ - $C_{20}$  alkyl,  $C_5$ - $C_7$  cycloalkyl,  $C_7$ - $C_{20}$  alkylaryl,  $C_7$ - $C_{20}$  arylalkyl, substituted alkyl, hydroxyalkyl,  $(R_4)_2$ N-alkyl, and  $(R_4)_3$  N-alkyl;

wherein:

M is a suitable cation selected from the group consisting of Na, K, 1/2Ca, and 1/2Mg;

each x is from 0 to about 5;

each y is from about 1 to about 5; and

provided that:

the Degree of Substitution for group  $R_H$  is between about 0.001 and 0.1,; the Degree of Substitution for group  $R_C$  wherein Z is H or M is between about 0.2 and 2.0;

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14. The detergent composition of claim 12, wherein the cyclic amine based polymers, oligomers or copolymers are of the general formula:

$$T = W - R_2 = W - T$$
  $A_b$ 

wherein;

each T is independently selected from the group consisting of H,  $C_1$ - $C_{12}$  alkyl, substituted alkyl,  $C_7$ - $C_{12}$  alkylaryl,

 $-(CH_2)_hCOOM$ ,  $-(CH_2)_hSO_3M$ ,  $CH_2CH(OH)SO_3M$ ,  $-(CH_2)_hOSO_3M$ ,

COOM
$$-CH$$

$$-CH$$

$$-CH$$

$$-CH$$

$$-CH$$

$$-CH_2$$

$$-COOM$$

$$-CH_2$$

$$-COOM$$

$$-CH_2$$

$$-COOM$$

$$-COOM$$

$$-COOM$$

$$\begin{bmatrix} R_1 & Q & \\ Q & & & \\ & &$$

-wherein W comprises at least one cyclic constituent selected from the group consisting of:

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in addition to the at least one cyclic constituent, W may also comprise an aliphatic or substituted aliphatic moiety of the general structure;

$$\begin{array}{c|c}
 & \begin{pmatrix} R_3 \\ \downarrow \\ N \end{pmatrix}_c \\
 & \downarrow \\
 & R_3 \end{pmatrix} \begin{pmatrix} R_3 \\ \downarrow \\ R_3 \end{pmatrix}_{q}$$

-each B is independently  $C_1$ - $C_{12}$  alkylene,  $C_1$ - $C_{12}$  substituted alkylene,  $C_3$ - $C_{12}$  alkenylene,  $C_8$ - $C_{12}$  dialkylarylene,  $C_8$ - $C_{12}$  dialkylarylenediyl, and - $(R_5O)_nR_5$ -

-each D is independently C<sub>2</sub>-C<sub>6</sub> alkylene;

-each Q is independently selected from the group consisting of hydroxy,  $C_1$ - $C_{18}$  alkoxy,  $C_2$ - $C_{18}$  hydroxyalkoxy, amino,  $C_1$ - $C_{18}$  alkylamino, dialkylamino, trialkylamino groups, heterocyclic monoamino groups and diamino groups; -each  $R_1$  is independently selected from the group consisting of H,  $C_1$ - $C_8$  alkylamino  $C_1$ - $C_8$  hydroxyalkyl;

-each  $R_2$  is independently selected from the group consisting of  $C_1$ - $C_{12}$  alkylene,  $C_1$ - $C_{12}$  alkenylene, -CH<sub>2</sub>-CH(OR<sub>1</sub>)-CH<sub>2</sub>,  $C_8$ - $C_{12}$  alkarylene,  $C_4$ - $C_{12}$  dihydroxyalkylene, poly( $C_2$ - $C_4$  alkyleneoxy)alkylene,

H<sub>2</sub>CH(OH)CH<sub>2</sub>OR<sub>2</sub>OCH<sub>2</sub>CH(OH)CH<sub>2</sub>-, and C<sub>3</sub>-C<sub>12</sub> hydrocarbyl moieties; provided that when R<sub>2</sub> is a C<sub>3</sub>-C<sub>12</sub> hydrocarbyl moiety the hydrocarbyl moiety can comprise from about 2 to about 4 branching moieties of the general structure:

-each  $R_3$  is independently selected from the group consisting of H, O,  $R_2$ ,  $C_1$ -  $C_{20}$  hydroxyalkyl,  $C_1$ - $C_{20}$  alkyl, substituted alkyl,  $C_6$ - $C_{11}$  aryl, substituted aryl,  $C_7$ - $C_{11}$  alkylaryl,  $C_1$ - $C_{20}$  aminoalkyl,

 $\hbox{-(CH$_2$)$_hCOOM, -(CH$_2$)$_hSO$_3M, CH$_2CH(OH)SO$_3M, -(CH$_2$)$_hOSO$_3M, $$_3$_4M, $$_4$_5M, $$_5$_5M, $$_5$ 

-each  $R_4$  is independently selected from the group consisting of H,  $C_1$ - $C_{22}$  alkyl,  $C_1$ - $C_{22}$  hydroxyalkyl, aryl and  $C_7$ - $C_{22}$  alkylaryl;

-each  $R_5$  is independently selected from the group consisting of  $C_2\text{-}C_8$  alkylene,

C2-C8 alkyl substituted alkylene; and

A is a compatible monovalent or di or polyvalent anion;

M is a compatible cation;

b = number necessary to balance the charge;

each x is independently from 3 to about 1000;

each c is independently 0 or 1;

each h is independently from about 1 to about 8;

each q is independently from 0 to about 6;

each n is independently from 1 to about 20;

each r is independently from 0 to about 20; and

each t is independently from 0 to 1.

15. The detergent composition of claim 12, wherein the cyclic amine based polymers, oligomers or copolymers are adducts selected from the group

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consisting of piperazine, piperadine, epichlorohydrin, epichlorohydrin benzyl quat, epichlorohydrin methyl quat, morpholine and mixtures thereof.

16. The detergent composition of claim 14, wherein each R<sub>1</sub> is H and at least one W is selected from the group consisting of:

$$\begin{bmatrix} (R_3)_c \\ N - D \end{bmatrix}_q & (R_3)_c \\ N - D \end{bmatrix}_q & (R_3)_c \\ R_3 \end{bmatrix}_q$$

$$\begin{bmatrix} (R_3)_c \\ N - D \end{bmatrix}_q & (R_3)_c \\ N - D \end{bmatrix}_q & (R_3)_c \\ N - D \end{bmatrix}_q & (R_3)_c \\ N - D \end{bmatrix}_q$$

$$\begin{bmatrix} (R_3)_c \\ N - D \end{bmatrix}_q & (R_3)_c \\ N - D \end{bmatrix}_q$$

$$\begin{bmatrix} (R_3)_c \\ N - D \end{bmatrix}_q & (R_3)_c \\ N - D \end{bmatrix}_q$$

$$\begin{bmatrix} (R_3)_c \\ N - D \end{bmatrix}_q & (R_3)_c \\ N - D \end{bmatrix}_q$$

$$\begin{bmatrix} (R_3)_c \\ N - D \end{bmatrix}_q$$

17. The detergent composition of claim 14, wherein each  $R_1$  is H and at least one W is selected from the group consisting of:

$$\begin{array}{c|c} (R_3)_c & (R_3)_c \\ \hline -N & D & N \\ R_3 & (R_3)_c & R_3 \\ \hline N & N & R_4 \\ \hline N & N & N \\ \hline \end{array}$$

18. The detergent composition of claim 14, wherein each  $R_1$  is H and at least one W is selected from the group consisting of:

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- 19. The detergent composition of claim 13, wherein each  $R_{\rm H}$  is independently selected from the group consisting of  $C_5$ - $C_{20}$  alkyl,  $C_5$ - $C_7$  cycloalkyl,  $C_7$ - $C_{20}$  alkylaryl,  $C_7$ - $C_{20}$  arylalkyl, substituted alkyl, hydroxyalkyl,  $C_1$ - $C_{20}$  alkoxy-2-hydroxyalkyl,  $C_7$ - $C_{20}$  alkylaryloxy-2-hydroxyalkyl,  $(R_4)_2$ N-alkyl,  $(R_4)_2$ N-2-hydroxyalkyl,  $(R_4)_3$  N-alkyl,  $(R_4)_3$  N-2-hydroxyalkyl, and  $C_6$ - $C_{12}$  aryloxy-2-hydroxyalkyl.
- 20. The detergent composition of claim 13, wherein each R<sub>H</sub> is independently

selected from the group consisting of  $\overset{O}{-}\overset{R_5}{C}\overset{O}{-}\overset{R_5}{CH}\overset{O}{-}\overset{R_5}{CH}\overset{I}{-}\overset{I}{C}$ 

- 21. The detergent composition of claim 13, wherein the cellulosic based polymer or oligomer has an average molecular weight of from about 5,000 to about 2,000,000.
- 22. A laundry additive composition comprising:

from about 1% to about 80% by weight of water; and

from about 0.01% to about 5.0%, by weight of a fabric enhancing component selected from the group consisting of cyclic amine based polymers, oligomers or copolymers, hydrophobically modified cellulosic based polymers or oligomers, and mixtures thereof; and

wherein the laundry additive composition is contained within an interior chamber of a container, the container further comprising an exterior surface wherein the exterior surface contains a description of the composition comprising language selected from the group consisting of: helps clothes look

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healthier, helps stop wear before it starts, maintains the appearance of clothes, helps prevent clothes from looking worn out, strengthens while it cleans for better looking clothes, strengthens threads so clothes look better, helps prevent clothes from looking worn helps prevent wear and tear in the washer that can make clothes look old, helps keep clothes from aging, helps clothes come out of the washer looking as good as when they went in, helps preserve the fabric integrity of clothes, strengthens threads from the inside out for better looking clothes, extends the life of clothes, is like a vitamin for clothes, works like an anti-aging product on clothes, is like calcium for clothes, is like a supplement for clothes, after just 10 washes clothes look better than they would if you washed them other detergents, fortifies threads for healthier looking clothes, helps prevent clothes from looking old before their time, is like stopping time for your clothes so they stay looking good.

23. The laundry additive composition of claim 22, wherein the composition further comprises a pH adjuster and one or more fabric softening components.

24. The detergent composition of claim 12, wherein the composition further comprises a detersive enzyme and preferably comprises an enzyme stabilization system.

25. The detergent composition of claim 12, wherein the composition further comprises an inorganic peroxygen bleaching compound, which is preferably selected from the group consisting of alkali metal salts of perborate, percarbonate and mixtures thereof, and a bleach activator, which is preferably nonanoyloxybenzene sulfonate.

- 26. The detergent composition of claim 12, wherein the composition further comprises a cellulase enzyme.
- 27. The detergent composition of claim 25, wherein the composition further comprises a cellulase enzyme.

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